

Submission Date: Feb 15, 2008

Priority: 1 of 2



Ted Stevens

United States Senator for Alaska

Please Note:

- Fill out one request form for each request
- This form (and any attachments) can be returned via:

Fax - (202) 224-2354

Mail - The Honorable Ted Stevens
United States Senate
522 Hart Senate Office Bldg.
Washington, D.C. 20510

- Requests are due by February 15, 2008.

FISCAL YEAR 2009 PROJECT REQUEST FORM

Project Name: Alaska 2-1-1

Project Location: Alaska (statewide)

Project Description (please attach additional pages as required):

United Way of Anchorage and its project partners plan to use the requested grant funds to continue the development and expansion of a statewide health and human services information and referral service using the telephone number 2-1-1. The goal of Alaska 2-1-1 is to improve the health and social welfare of Alaskans by more easily connecting them to appropriate services. It can be used directly by consumers as well as by service providers and case management professionals for referral information. The initiative has three primary objectives:

Objective #1: Statewide Infrastructure Development. Thanks to previous funding, United Way of Anchorage has accomplished a great deal, including:

(continued on attached page)

Related Appropriations Bill: Labor/HHS/Education

Amount of federal funding requested for FY09: \$600,000

Total funding to complete this project: \$600,000

Number of years to fund this project: 1 year

Matching funds from the State of Alaska: 0

Matching funds from local and private entities:

AMHTA (\$100,000), AK Community Foundation (\$5,000), UW of Anchorage (\$220,500), Muni of Anchorage & telecommunications firms (in-kind).

If this project was funded in prior appropriations bills (within the last five years), list each bill and the amount funded:

Labor-H FY08, \$574,780 (SAMHSA)

Labor-H, FY05, \$595,196 (SAMHSA)

Amount included in the President's FY09 Budget: 0

Amount included in the State of Alaska FY09 Budget: 0

☐ Check this box if state funding was sought but not provided.

List legislation that authorizes this project:

Pending

Check all that apply:

- ☐ A change in the current law is necessary in order to proceed with the project. (If so, attach language and a list of laws that need to be amended)
- ☐ Bill or report language is needed. (If so, attach requested language)

- offering three options to provide access to all Alaskans: 3-digit dialing (2-1-1), a toll-free number (1-800-478-2221), and an easy-to-use website (www.alaska211.org) for easy online searching available 24/7;
- development and maintenance of a statewide database, which now contains detailed information for over 2,000 agencies and other service sites, and continues to grow;
- creation of a centralized, statewide 2-1-1 call center, staffed 8:30-5:00 Monday through Friday by specially trained professionals and currently receives an average of 30 to 60 calls per day; and
- availability of both TTY/TDD access and language translation services.

There is still much to do to ensure Alaska 2-1-1 can offer up-to-date information and referral services that serve the entire state of Alaska. For example, while the database is already large and continues to grow, there are still communities with information gaps. United Way will target these communities, working with them to make it as easy as possible for them to provide the centralized call center with information and updates. United Way is also shifting our language translation services to mirror those used by 911, fire, and other emergency services, as well as an expansion to include Alaska Native languages. Alaska 2-1-1 will also continue to ensure staff are properly trained, and will monitor usage patterns to consider timing and approaches to possible expansion of call center hours.

Objective #2: Public Awareness. Although Alaska 2-1-1 quietly began offering services in August 2007, United Way of Anchorage recently reached a major milestone: a press conference for our official public unveiling. This is, however, only one part of an extensive media and communications plan to increase public awareness across the state among three major stakeholder groups: consumers, providers, and potential partners. The communications plan includes but is not limited to:

- newspaper display ads throughout the state in both rural and urban newspapers;
- radio PSAs across the state;
- presentations in Alaskan communities with a United Way, to area service providers and that community's United Way Board;
- an information packet, which contains detailed information useful to service providers, media, and potential partners and investors;
- outreach to utility consumers (a frequent assistance need by those who call 2-1-1), via bill stuffers by the statewide natural gas utility Enstar; and
- bill stuffers by Alaska Communication Systems (ACS) to generate public awareness.

Increased public awareness has already led to an increase in calls both from consumers and providers, the former to request information and referral services, and the latter to request inclusion in the database. This, in turn, will continue to generate greater public interest among not only those two stakeholder groups but also among potential partners and investors.

Objective #3: Partnership Building. A partnership agreement has been reached with the Municipality of Anchorage, which will allow Alaska 2-1-1 to co-locate with 911 in the Municipality's Emergency Operations Center, or EOC. Alaska 2-1-1 is the first 2-1-1 system in the country to co-locate with an EOC, and the benefits will be tremendous. The centralized call center will be integrated with the other services in the EOC, increasing efficiency and reducing cost, and most importantly, getting the right services to the right people at the right time. For instance, Alaska 2-1-1 can immediately shift emergency calls to the 911 system. Additionally, during a time of disaster (such as in California's recent wildfires, when that state's 2-1-1 system became an invaluable resource for victims), Alaska 2-1-1 will be in a facility that is secure, inhabitable, and has access to functioning telephones, Internet, and advanced communications.

Other partnerships agreements have been developed as well, such as one with the local chapter of the American Red Cross around disaster response. Expanding the database, call center capacity, and public awareness will open up new opportunities for partnerships and new investors from a variety of sectors, including business, state and local government, tribal organizations, and philanthropy, among others. Such partnerships will allow for exploration of innovative new uses for the 2-1-1 system. Potential partners have already suggested a number of uses, such as tracking emerging trends in the health and human services arena, and expansion of disaster response capabilities. Partnerships will also lead to creative long-term funding solutions, and multiple such possibilities are currently under exploration.

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FISCAL YEAR 2009 PROJECT REQUEST FORM

Project Name: Alaska Native Head Start Literacy Project

Project Location: 16 urban and rural sites across Alaska

Project Description (please attach additional pages as required):

The Alaska Native Head Start Literacy Project will reduce academic disparities experienced by Alaska Native children. The project focuses on young children before they start school, so that by the time they begin kindergarten, Alaska Native children will be demonstrating early language and literacy skills more on a par with their peers of other ethnicities. The success of this project will make a significant contribution toward the vision of Best Beginnings, which is that all children in Alaska arrive at school prepared for success. We currently have plans to pilot this project at 16 Head Start sites that serve primarily Alaska Native children, 14 rural sites plus two in Anchorage.

The project centers around the award-winning PBS children's literacy program **BETWEEN THE LIONS**, and will involve filming segments in Alaska, developing a culturally appropriate curriculum that connects with the filmed segments, and creating lesson plans that are easy (continued on following page)

Related Appropriations Bill: Unknown

Amount of federal funding requested for FY09: \$350,000

Total funding to complete this project: \$500,000

Number of years to fund this project: 1

Matching funds from the State of Alaska: 0

Matching funds from local and private entities:

Best Beginnings and WGBH have both provided financial and in-kind resources toward this project, and BP has provided funding.

If this project was funded in prior appropriations bills (within the last five years), list each bill and the amount funded:

n/a

Amount included in the President's FY09 Budget: 0

Amount included in the State of Alaska FY09 Budget: 0

☐ Check this box if state funding was sought but not provided.

List legislation that authorizes this project:

Check all that apply:

- ☐ A change in the current law is necessary in order to proceed with the project. (If so, attach language and a list of laws that need to be amended)
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for teachers to use. Classroom materials will include teacher's guides, companion DVDs, children's books, and supplies for related in-class projects. Through this project, we expect to achieve the following goals:

- Improve kindergarten readiness among Alaska Native children through culturally relevant materials and curriculum.
- Build local capacity and sustainability in using the developed curriculum, through the active involvement of Head Start and other Alaska Native early educators, as well as parents.
- Create easily replicable materials for access by programs statewide.

This project will take into account the needs, resources, and unique cultural characteristics of Alaska's young children. To date, Best Beginnings and WGBH staff has met with Head Start and other Alaska Native educators in a variety of communities, including Bethel, Anchorage, Dillingham, Fort Yukon, Fairbanks, Tok, and Nunapitchuk. In addition, WGBH staff provided an in-depth orientation to Head Start directors and other staff. Thanks to this groundwork in building partnerships, we have garnered the support for this project and received valuable feedback for culturally appropriate curriculum, as well as optimum delivery methods and technologies.

In March 2008, crews will begin winter filming in locations around Alaska, for inclusion in six video segments of BETWEEN THE LIONS that will be Alaska-focused. The requested funds will provide the opportunity for us to develop the accompanying lesson plans for each segment, including the related teacher and classroom materials. It will also provide for summer filming, so the final video segments will include diverse Alaskan footage that can be used in a variety of communities.

Upon completion of video production and curriculum development, the project will provide the initial training for Head Start teachers and aides from the 16 pilot sites to learn how to use the new, culturally appropriate materials in support of early literacy development. The training will be followed up with coaches who will support teachers throughout the implementation phase. To support the evaluation, teachers and aides will also be trained to conduct data collection and assessments for this project.

The long-term goal for this project is to offer the new, culturally relevant curriculum in early learning programs across the state, so all Alaska Native children can benefit. The Alaska Head Start Association fully supports the expansion of this curriculum into Head Start sites throughout the state.

This groundbreaking collaboration includes Best Beginnings, University of Alaska Anchorage's College of Education, the Institute of Social and Economic Research (ISER), WGBH (the producers of BETWEEN THE LIONS), RurAL CAP, Southcentral Foundation, the Alaska Head Start Association, and Northwest Regional Educational Laboratory.